

## **Historic, Archive Document**

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## PRICE LIST

# F. W. ROCHELLE & SONS

## RE-ROOTED VEGETABLE PLANTS

SINCE 1901

### SAFE DELIVERY

We guarantee SAFE DELIVERY.

If any plants are delayed and damaged we will immediately replace them.

We deliver plants to the Express Company at 5 o'clock in the afternoon.

They forward them on night trains so they can deliver them to nearly all points in Pennsylvania, New York and New England the next morning or forenoon.

We also guarantee Mail shipments but we recommend Express shipments where possible.

### HIGHEST QUALITY

We buy all of our Cauliflower, Cabbage and Broccoli seed from the Danish originator of Golden Acre and Copenhagen Market Cabbage seed and Super Snowball Cauliflower seed.

We have bought cauliflower and cabbage seed from this grower for over 20 years.

We originally chose his seed as best from extensive trials.

We have raised all our plants from his seed again this year.

Comments from our customers prove its merit.

### SORTING AND PACKING

We try to have all plants carefully sorted and full count of good plants given. If there is ever a shortage, we will make the shortage good, if notified.

We use the best package that we can buy to ship the plants, and ship only fresh-dug plants, with roots in damp moss.

We try to give every customer plants that will raise a full crop and no failure.

All plants are shipped the same day that they are dug and counted.

### CAULIFLOWER PLANTS

We make a great specialty of Cauliflower Plants, buying the highest priced seed only, sowing every 3 or 4 days from April 1st to near the first of July, having a large supply of fresh plants always on hand.

We ship only fresh plants.

We have, we think, the largest sale of Cauliflower plants in the United States.

We received, one year, orders for 550,000 Cauliflower plants in one day, from members of the Long Island Cauliflower Association, or their neighbors.

We have sold out, about August 1st, all the Cauliflower plants we had, five separate years, to members of the Association, or their neighbors.

We have sold 190,000 plants in one year to one member of the Association.

We sold out last year.

We have a very large trade among large cauliflower growers, all over the East, who make a specialty of the crop.

We could only have this trade by supplying the highest grade of plants from the best seed.

Cauliflower is an expensive crop to grow and large growers will not risk their crop on any but the highest quality of plants from the best strains of seed.

The general reasons why we have this very large trade are:

1—Because we buy and sow the highest quality of seed only.

We never sow an ounce of seed but the best.

2—We have had over 40 years' experience and we know how to raise the finest grade of plants that can be grown.

3—We are located in a grain and dairy section and not in a trucking section, so we do not have the pests and diseases that are often prevalent in a trucking section.

We have never seen a cabbage maggot.

4—To keep our Cauliflower, Cabbage and Sprout plants free from disease we have moved our plant fields to NEW tracts of land each year.

### NO DISEASES

We have never seen a Cauliflower, Cabbage, Sprout or Broccoli plant that had club-root or cabbage maggots.

We are located in the New Jersey Highlands, a cool situation, very favorable to Cauliflower plants, and on soil having naturally enough lime in it to make it neutral or slightly alkaline, which grows the most healthy Cauliflower, Cabbage, Broccoli and Brussels Sprouts plants.

When you buy our plants, you get not only PEDIGREED plants, but CLEAN plants.

You do not get cabbage maggots and other cabbage pests to infest your land because there are no such things in this part of the country.

Neither do you get club-root, as our soil has sufficient lime to make it neutral and we grow plants on new grain land each year.

All seed is treated to insure against seed-born diseases.

### CABBAGE PLANTS

We try to ship only honest plants.

Honest plants are not only plants that look good when you get them.

You may get nice looking plants, but plants that will not produce hard heads, or only part of them head up.

THEY ARE NOT HONEST PLANTS.

YOU EXPECTED TO GET HEADS.

If you do not get them you are cheated.

Some strains of seed have been bred up until they will produce practically all Hard Heads, and the biggest of their kind.

Plant growers to be honest must try to find this seed and pay for it, and not plant the cheap kinds.

They can do it by taking the time and going to the expense of getting acquainted with practically all the seed growers in the world, testing their seeds, side by side, and buying only the HONEST ones.

It takes years to do this and much expense, but that is the only way.

The only way to insure a BIG CROP is to require of the plant grower EVIDENCE that he has tested about all the strains of seed grown and bought the HEAVIEST PRODUCING STRAINS only.

All of our Cabbage plants are raised from seed grown by the originator of Golden Acre and Copenhagen Market, except the Flat Dutches, Surehead and All Head Early.

The importance of the seed is shown by one of our trials listed inside.

## MORE THAN 40 YEARS

For over forty years we have devoted ourselves almost exclusively to raising five kinds of plants, testing five kinds of seeds, and growing the five kinds of truck from the plants—Cabbage, Cauliflower, Brussels Sprouts, Tomatoes and Celery.

We have sometimes harvested 6 acres of Danish Cabbage and have harvested 21 tons per acre.

We have sold \$645 worth of Celery from three-fourths of an acre, \$562.89 worth of tomatoes from 786 plants, \$140.42 from 148 plants and raised as fine Cauliflower as can be grown.

We have sold millions of Cabbage plants in a season to the large cabbage growers of New York State.

Have received orders for 550,000 Snowball Cauliflower plants IN ONE DAY from the Cauliflower growers of the Long Island Cauliflower Association or their neighbors.

We have raised large quantities of Cauliflower plants for members of the Long Island Cauliflower Association from their seed.

Have had men drive here with automobile trucks from other States to get truck loads of our Cauliflower and Celery plants.

Have raised large quantities of Cabbage plants for the cabbage SEED growers of Long Island, from which to grow seed.

Have raised fields of Celery seed for seedmen.

Have kept up a correspondence for many years with the largest growers of Cauliflower, Cabbage and Celery seed in the world, and tested their strains of seed, side by side, in our fields.

The result of this is that we know about every place where the finest seeds are grown and every grower who grows them, and we know nearly all the places where poor seeds are grown and the growers of poor seeds, so we can hardly be cheated.

We can get the best strains of seed there are because we have spent most of forty years in growing and testing these five things.

The question is, will their strain of seed produce BIG CROPS.

We do not ask the seed growers whether their seed will produce big crops.

We try their seed for ourselves, side by side, then we know whether they will.

We buy all the seeds for our plants with the one idea in mind—BIG CROPS and GOOD QUALITY.

Whatever grower has bred up seed that will produce BIG CROPS and GOOD QUALITY, we buy it.

Many of the big seed growers of Denmark, Holland and France send men to this country to sell their seeds.

They come to see us.

We are glad to see them and talk with them, but their talk sells no seeds.

It is the weighing up of the crop that their seeds has produced IN OUR FIELDS that gets the order or does not get it.

Fine looking Cabbage and Cauliflower plants can be bought from many dealers in plants, but the fine looking plants do not always produce BIG HEADS.

Like produces like.

If the plants are grown from heavy yielding strains of seed you will get a BIG YIELD.

If the plants are grown from light yielding strains of seed you will get a light crop.

But BIG CROP SEEDS are the kind we buy and no other.

Every one that buys our plants can count on getting these five things:

1. The results of working all the time for over forty years with five kinds of plants.
2. The BIGGEST CROP that any seed of these five kinds of vegetables will produce.
3. As good plants as we can raise.
4. As careful packing as we can do to get the plants to you in good order.

5. Reasonable prices for the work we do on the plants.

The following comment was published in our list in 1915:

"The 1,000 cabbage and 500 cauliflower plants you sent me are doing fine, as are the beet plants."—F. G. BURNELL, St. Albans, Vt.

We received the following in 1938:

## IT'S ALL IN THE SEED

"Your plants head up better than any I am able to raise from the seed.

"Last year your price list was late in reaching me, so I bought 1,000 plants from another firm.

"They didn't start good, so when your list came I got 1,000 from you.

"I did not get 100 heads from the first lot of plants, but the plants you shipped me headed better than 95 per cent HARD HEADS, though it was very dry.

"The plants were set side by side."

F. G. BURNELL, St. Albans, Vermont.

F. W. Rochelle & Sons.

Dear Sirs:

Your letter of January 21st in regard to Seeds and Plants was received.

I note what you say in regard to quality, viz—"Which we believe is the best strain in existence."

I am not going to dispute your claim, for I have tried your plants for two seasons with remarkable success.

A representative of one of the largest seed houses in the State inspected my cauliflowers last fall, saw some matured plants which I had received from you, growing side by side with plants grown from seed—the best that I could buy—and he readily admitted the superiority of yours over all others.

I understand that firm wrote you and tried to buy seed from you, but was refused. For which I am duly thankful.

I am planning to raise five acres of cauliflowers the coming season and will order from you at least 5,000 plants, probably more, also seed.

I would like the first 5,000 plants that you produce.

I find that the sale of cauliflowers begins earlier each year.

Yours truly,

Sutton, Mass., \_\_\_\_\_.

Bovina, New York.

"The 5,000 cauliflower plants I ordered from you last season were fine."

Andes, New York.

"The cauliflower plants we got from you last year were fine. Hardly lost a plant."

Union Grove, New York.

"The cauliflower plants you sent me did well and produced fine heads."

Hamden, New York.

"The cauliflower plants which I had from you last season were very satisfactory."

Halcott Center, New York.

"I guess you have received a number of orders from my recommending your plants. I gave your lists to people who wanted plants."

\_\_\_\_\_ Farm  
HOTBED VEGETABLES  
\_\_\_\_\_, Owner

Member Norfolk Hotbed Growers Association

Messrs. F. W. Rochelle & Sons,

Chester, N. J.

Gentlemen:

I wish to say that the six thousand Snowball Cauliflower Plants I purchased from you last fall were the finest I have ever seen.

I was given credit for having the finest Cauliflower in the two counties (Norfolk and Princess Anne, the two greatest trucking counties in the United States) and I want to place my order for 16,000 for delivery between August 20th and 25th as I want to be sure of getting your plants again.

I want to be sure to get the same variety and re-rooted plants as you shipped me last August, as they were splendid.

Let me know if you require a deposit and I will mail you check and will write you later exact mailing date.

Yours very truly,

Johnstown, Pa.

"The Cauliflower plants last year made fine heads. I had one dealer tell some other men that that was the finest cauliflower he ever saw."

Topsham, Maine.

"Please send me 1,000 cauliflower plants. You certainly send good plants. Last year I bought 500 cauliflower plants from another place. I got 10 heads out of the 500, but the 500 plants I got from you I lost but 3, and every plant had a good head."

Maytown, Pa.

"I got Cauliflower plants from you last year and every one headed.

"The plants of many growers around here did not head.

"Mine were fine."

Derry Village, N. H.

"Regardless of season or conditions, I always got a wonderful return for the money invested in your cauliflower plants."

Hobart, New York.

"The cauliflower plants bought from you yielded second to none in this neighborhood."

South Kortright, New York.

"The cauliflower plants I got from you last year were the best around here."

"I had the best crop around here—great big ones."

Bovina, New York.

"I will want 10,000 Catskill Cauliflower plants around May 25th."

"The plants arrived in fine condition last year."

"They grew the best and were the nicest plants I had in my field."

Windham, New York.

"I want to set 8,000 or 10,000 Cauliflower plants by May 10th or 12th."

"Shall also want a large quantity the first of June."

"Your plants were extra nice last year."

Delhi, New York.

"The other Cauliflower plants I got from you are fine."

Shavertown, New York.

"The Cauliflower plants that I bought from you last spring did fine."

Plainfield, Vt.

"Have planted your Cauliflower plants for three years now and have had the best Cauliflower in my town."

Clark's Summit, Pa.

"The cauliflower we got from you last year was the best we ever had."

Wilton, N. H.

"We had the finest and largest Cauliflower from you last year. Every one remarked about them. Sold them very quickly."

"We are anxious to put in some early Cauliflower plants, also to purchase some of your seed. Will you kindly send price list."

Northboro, Mass.

West Ossipee, N. H.

"Last year was the first time I ever tried cauliflower. I put up a sign and took it down in 24 hours. A man came at 9:30 at night for 3 heads, said he would carry them in from the field. He took two and said I would have to take the other. You could not have put any one of them in a water pail—just on manure. He said he never saw anything like it before—it must have been the plants—as it is not me. I came here from Boston six years ago. I am no farmer."

"Send me 3,500 cabbage plants—I will leave it to you what to send—I want a hard winter cabbage."

Conyngham, Pa.

"Cauliflower plants received last year. Had a fine crop."

Danville, Pa.

"Last year my cauliflower headed up grand."

Port Jervis, New York.

"I purchased several thousand cabbage and cauliflower plants from you last year and I must say they were the best ever."

Merrimack, N. H.

"Your Cauliflower plants were good last year. Am sending a double order this year."

Suncook, N. H.

"I bought cauliflower plants from you two years ago when I was at Concord, Mass., and they were very satisfactory."

## CABBAGE SEED TRIALS

A number of years ago we secured from the cabbage seed growers of Denmark 39 strains of Danish Ballhead Cabbage seed and tried all of them out in our field, side by side, where each strain had exactly the same conditions—the same distance apart, the same fertilizer and the same cultivation.

In the fall we took scales to the field and weighed the cabbage of each strain.

The different strains had the following average weight per head:

Row 7—6.34 lbs. per head
1—6.30 " " "
13—6.18 " " "
33—6.15 " " "
14—6.06 " " "
11—6.01 " " "
8—6.00 " " "
3—5.97 " " "
32—5.86 " " "
17—5.74 " " "

Average—6.06 lbs. per head

Row 30—5.72 lbs. per head
12—5.62 " " "
2—5.57 " " "
25—5.51 " " "
37—5.42 " " "
19—5.37 " " "
16—5.35 " " "
18—5.35 " " "
31—5.32 " " "

Row 20—5.22 lbs. per head
6—5.22 " " "
10—5.18 " " "
21—5.03 " " "
35—5.03 " " "
4—5.02 " " "
9—5.00 " " "
27—4.89 " " "
26—4.81 " " "

Row 24—4.79 lbs. per head

28—4.77 " " "
38—4.71 " " "
29—4.43 " " "
5—4.26 " " "
36—4.25 " " "
22—4.22 " " "
23—4.05 " " "
39—4.00 " " "
34—3.61 " " "

Average—4.31 lbs. per head.

The ten best strains averaged 6.06 lbs. per head.

The ten poorest strains averaged 4.31 lbs. per head.

The ten best strains produced an average of 40% more cabbage than the 10 poorest strains.

Which shows how important it is to plant only the best seed. A poor strain of seed may prevent any profit on the crop.

The same is true of other kinds of cabbage seed and of cauliflower, Brussels sprouts, broccoli, celery, tomato and other seeds.

Buying cheap seeds or plants may result in working a whole season without profit.

We buy the highest yielding strains of seed for all our plants.

Clifton Springs, Ontario County, N. Y.

F. W. Rochelle & Sons,

Chester, New Jersey.

Please send my by mail at once, 2 lbs. Copenhagen Market, at \$4.00. Inclosed you will find check for same.

I got 80 tons market cabbage from 2½ acres—measured acres. Best I ever raised.

Please send at once.

Yours truly,

## PRICES

### CAULIFLOWER PLANTS

**READY NOW—FIELD GROWN**

**Same seed used for over 20 years**

SUPER SNOWBALL (Originator's Seed)

EARLIEST CATSKILL MOUNTAIN SNOWBALL (Originator's Seed)

IMPROVED HOLLAND ERFURT

EXTRA EARLY ERFURT

SNOWDRIFT

*New Beds Every Week—All Seed Grown by Originator of Super*

1,000 .....	\$ 4.75	500 .....	\$ 2.50
5,000 .....	22.50	300 .....	2.00
10,000 .....	40.00	200 .....	1.50
20,000 .....	75.00	100 .....	1.00

*Increase in prices due to high cost of obtaining imported seed this year.*

### LONG ISLAND IMPROVED BRUSSELS SPROUTS

Ready Now to August 10th

Per 1,000 .....	\$2.50
500 .....	1.50
200 or less .....	1.00

### TOMATO PLANTS—Field Grown

**Ready June 5th**

MARGLOBE (certified)

PRITCHARD (certified)

CHALK'S JEWEL

Per 1,000 .....	\$ 2.50	Per 300 .....	\$ 1.25
Per 500 .....	1.50	Per 100 .....	1.00

**EXPRESS or PARCELS POST**

We ship plants either by Express or Parcels Post, as ordered.

**NON-WARRANTY**

While we endeavor to have all plants true to name, carefully packed and promptly shipped, in common with all seed and plant growers, we give no warranty, expressed or implied, as to description, quality, productiveness, or of any other matter of any of the plants or seeds we send out, and will not in any way be responsible for the crop.

All orders accepted subject to plants being sold.

Every order received will be accepted upon these conditions only, and they must be accepted by the customer when ordering.

**NO BUSINESS DONE ON SUNDAY.**—We do no business on Sunday or consider it in any way.

### Field-grown CABBAGE PLANTS

*Ready Now—Seed Grown by Originator of Golden Acre*

Raised from best imported seed

6,000,000 Cabbage Plants. Raised on new ground. Sown thin in rows.  
Field Grown—Ready May 20th to September 1st.

Hoed like onions. Dug with forks. Shipped in ventilated packages with roots in damp moss.

GOLDEN ACRE (Originator's seed).

EXTRA EARLY COPENHAGEN MARKET (Originator's seed).

COPENHAGEN MARKET (Originator's seed).

DANISH BALLHEAD (Short Stem).

DANISH BALLHEAD (Middle Stem).

DANISH ROUNDHEAD (Short Stem).

DANISH BALLHEAD (Penn State).

ENKHUIZEN GLORY

ALL HEAD EARLY

SUCCESSION

SUREHEAD

EARLY FLAT DUTCH

LATE FLAT DUTCH

RED DANISH STONEHEAD

MAMMOTH RED ROCK

DRUMHEAD SAVOY

#### RE-ROOTED CABBAGE PLANTS

(Mass of fine, new roots grown on them.)

All Varieties per 1,000 .....	\$ 2.00	500 .....	\$ 1.50
5,000 .....	9.00	300 .....	1.25
10,000 .....	17.00	100 .....	1.00
20,000 .....	32.00		
50,000 .....	75.00		

### CELERY PLANTS—Field Grown

CELERY PLANTS—Ready about July 1st to September 1st. Plants raised by heavy fertilization in rows 12 inches apart, and given clean cultivation. Strong, stocky plants. None but good, strong plants with a heavy roots sent out. The plants are dug with forks, so that each plant has a good, big root system. They are worth more than the price asked. Some cheap things are good, but cheap celery plants are not satisfactory. Send a trial order for 500 or 1,000 of these plants.

#### RE-ROOTED, FIELD-GROWN CELERY PLANTS

(Mass of fine, new roots grown on them.)

GOLDEN PLUME OR WONDERFUL

WINTER QUEEN, GOLDEN HEART

All Varieties per 1,000 .....	\$ 3.50	200 .....	\$ 1.25
500 .....	2.00	100 .....	1.00
300 .....	1.50		

### GREEN SPROUTING BROCCOLI

*Imported Seed*

**Ready Now**

1,000 .....	\$ 2.50	500 .....	\$ 1.50
5,000 .....	11.00	300 .....	1.30
10,000 .....	20.00	200 .....	1.20
		100 .....	1.00

**From now on we will not issue our list until the plants can be shipped.**

**We can fill your orders on short notice.**

# F. W. ROCHELLE & SONS, CHESTER, NEW JERSEY

Phone 39R21